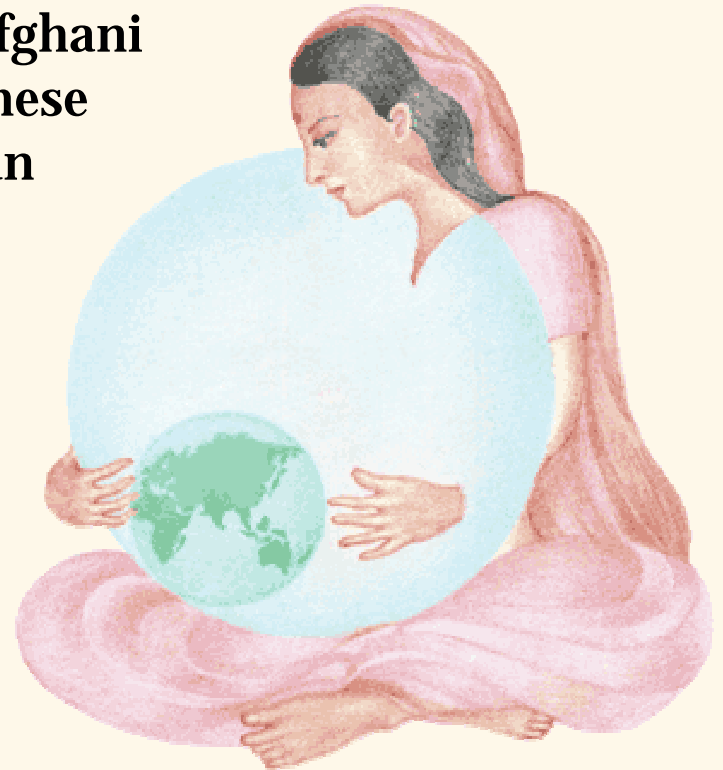


GREENING SOUTH ASIAN RESTAURANTS [GSAR]

- A Project of Thimmakkas Resources for Environmental Education -

- **Afghani**
- **Burmese**
- **Cambodian**
- **Indian/ Pakistani**
- **Persian**
- **Thai**
- **Vietnamese**



Restaurants

A Model of Outreach to

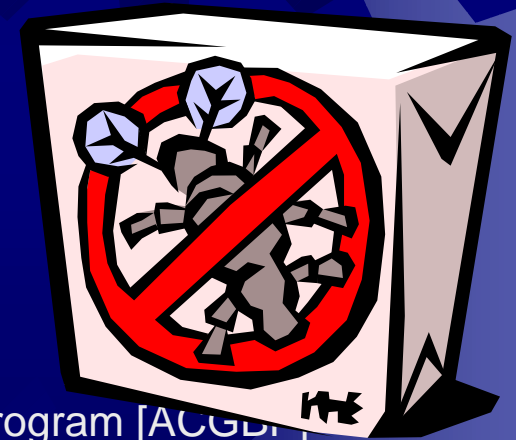
GSAR SUMMARY

Through community-based strategies, GSAR seeks to implement the highest level of environmentalism in South Asian restaurants.

We are targeting 30 restaurants in Alameda County from Mar 2002- Mar 2003.

GSAR consists of four environmental components*:

- Pollution Prevention [PP]
- Solid Waste Minimization [SW]
- Water Conservation [W]
- Energy Conservation [E]



*As delineated by the Alameda County Green Business Program [ACGP]

Plans for 2003-2005: Outreach to 180 ethnic restaurants in the following counties:
Alameda, Contra Costa, Sonoma, Marin, San Francisco and Santa Clara.

PARTNERSHIPS



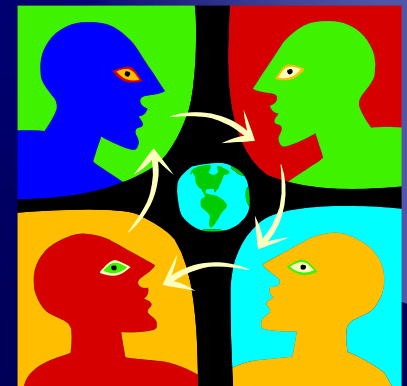
Environmental Partners:

- i. Association of Bay Area Governments [ABAG]
- ii. PG & E Food Service Technology Center
- iii. Cal EPA - RWQB LA
- iv. City of Berkeley, Energy Initiative
- v. City of Berkeley, Solid Waste Program
- vi. Alameda County Green Business Program
- vii. City of Oakland, Solid Waste and Recycling
- viii. The Sustainable Business Alliance (SBA)
- ix. Smart Lights Program, Berkeley and Oakland
- x. East Bay Municipal Utility District [EBMUD]



South Asian community organizations:

- Association for India's Development [AID], SF Bay Area chapter
- Indo-American Community Service Center [IACC]
- *Negotiations ongoing with other organizations*



THE NEED TO GREEN RESTAURANTS

- Environmental and Health Impacts of Restaurants

Restaurants like any other business, contribute to environmental pollution: through excessive energy and water consumption, use of disposable products and toxic cleaners. Restaurants differ from most businesses, however, in their impact on food production. Food production has various impacts on pesticide use and the concomitant ecosystem degradation, and has tremendous potential in redirecting food waste from the landfill to composting, contributing to healthy soils in the region.

- Restaurants and waste generation

An average restaurant catering to 1,200- 1,500 customers a week generates enough garbage to fill two 8-yard-long dumpsters with unrecyclable trash and food waste, two 8-yard-long dumpsters with unwaxed cardboard, one 50-gallon barrel with glass bottles, and three to four 50-gallon barrels with plastic, tin and aluminum. Restaurants have great potential for environmental savings. Taking into account paper products alone, every ten of 100 percent post-consumer waste paper products used to replace virgin counterparts leaves 11 trees standing, conserves 7,000 gallons of water, saves 4,100 Kilo-Watt-Hour of energy, three cubic yards of garbage, and 100 pounds of pollution is prevented.

- Restaurants and water systems

One of the critical challenges nationally is pollution caused by urban runoff and storm water, which often enters watersheds and bodies of water. The pollution can be traced to poor business practices and residential activities. Products of food-businesses can harm ocean and sea life if they enter the water. Food businesses contribute food waste in landfills, which can harm the environment. Chemical spills from food businesses can pollute the water. Heavy disposable products like styrofoam produce water pollution by releasing chemicals such as polychlorinated biphenyls (PCBs) and organochlorine compounds. Restaurants can reduce water pollution by using water-saving devices. Oil and grease can pollute the water by blocking oxygen from the water.



STRATEGIES

- (1) Environmental Guidelines: GSAR will work closely with the Alameda County Green Business Program [ACGBP], and our partnering environmental agencies in strict compliance with their comprehensive guidelines.
- (2) Cultural component: In addition to compliance with environmental laws, the ACGBP, we recognize the cultural and language environmental justice concerns for these minority communities, and will systemically conduct outreach to these restaurants (a) in the local languages of the employees and management of the restaurants (Afghani, Persian (Farsi), Hindi, Urdu, Punjabi, Nepali, Sinhalese, Telugu, Tamil, Gujarati, Vietnamese, Thai, Tulu) and (b) the outreach will be conducted by multi-lingual environmental specialists of the South Asian community in conjunction with City and County environmental officials.
- (3) Active collaboration: besides intimating and translating the mandates of these environmental guidelines, we will work actively with the restaurants to identify cost-saving, free, and low-cost measures they can adopt, why they are asked to, and *how they can do so*.
- (4) One-on-one training: South Asian community members will provide customized training to each restaurant in all five environmental areas of our project, in collaboration with our partners.
- (5) Additional benefits to restaurants: in recognition of the nature of these restaurants (being small, family – owned businesses), we, as a community, will offer them incentives to comply with these stringent environmental stipulations (such as free publicity, press releases, web sites and free performances by local South Asian and non-South Asian performance artists to promote these restaurants).

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ADVANTAGES – ENV AGENCIES

- Environmental compliance agencies, like City of Berkeley Solid Waste Management, City of Berkeley Energy Department, Alameda County Solid Waste Management, Alameda County Green Business Program, Bay Area Stormwater Water Management and Abatement Agencies, constantly struggle to implement environmental measures in their constituent businesses. These programs often work against severe personnel and budget constraints to conduct effective outreach to their large constituencies. By working with Thimmakkas Resources, they receive the following benefits:
- Language outreach: Minority languages tend to be highly diversified. Language-specific outreach makes a world of difference in enhancing comprehension of these environmental measures and creating an atmosphere of trust. Thimmakkas Resources provides this outreach by networking with community leaders who are trained by our environmental partners.
- Greatly subsidized services: Greening South Asian Restaurants [GSAR] costs env agencies very little, for the following reasons: (a) We employ volunteers for most of our outreach. These are the individuals who are environmental specialists in their fields, who seek programs such as GSAR to produce tangible environmental change into our communities. If municipalities were to employ these community outreach workers for these services, it would increase our project cost about four-fold. (b) Our funding streams are by foundations as well as environmental agencies, and we encourage agencies to contribute to this pool of funds, while no one agency pays fully for GSAR. (c) Being a non-profit, we have subsidized charges to conduct this specialized outreach, and coordinate GSAR.
- Additional Benefits:: GSAR has leveraged community resources to offer these restaurants publicity and benefits that these environmental agencies have not been able to offer businesses. Their environmental statutes stand a greater chance of being implemented through GSAR.

ADVANTAGES - RESTAURANTS

- Languages: Restaurants get maximum comprehension from our outreach since it is conducted in *their* languages, by *their* community members. It has been the experience of environmental agencies working with minority communities that these communities respond best to one-on-one outreach conducted in their own languages.
- One-on-one interaction and customized solutions: They also receive one-on-one customized treatment, so their major and minor concerns are addressed in a timely and effective manner.
- Free to restaurants Keeping in mind that these restaurants are small, family-owned businesses, we recommend only three kinds of environmental measures: (a) those that save them money (b) those that are free (no-cost) and (c) those that are low cost. We have also been conducting active fundraising so these services come to the restaurants absolutely free of charge. In our estimate, restaurants receive \$20,000 worth of services for free through GSAR.
- Benefits to restaurants: Certification, publicity, performances.
- Simplified, comprehensive outreach:
We see our program as being a funnel – we are catalysts for all environmental measures of South Asian culture and language.



ADVANTAGES – CITIES, ENV

1. Certification of South Asian restaurants as a “green business”. South Asian restaurants will be leading the way in being among the first green restaurants in all of Alameda County!
2. Creation of a reproducible model for environmental implementation in minority restaurants.
3. Maintenance of records of rates of water and energy usage and solid and hazardous waste generation.
4. Demonstrated 25% diversion of restaurants’ annual solid waste stream or implementation of various Best Management Practices (BMPs).
5. Commercial energy assessment of facilities.
6. Regularly scheduled maintenance on heating, ventilation and air conditioning (HVAC) system.
7. Demonstrated 15% reduction of annual energy use or implementation of various BMPs.
8. Professional water assessment of facility.
9. Demonstrated 15% reduction of annual water use or implementation of various BMPs.
10. Assessment of facility to identify pollution prevention opportunities.
11. Requirements met in:
 - i. Good Housekeeping and Operating Procedures;
 - ii. Material, Product, Technology or Process Changes;
 - iii. Reused or Recycled Hazardous Materials or Waste;
 - iv. Prevention of Contamination of Storm Water and Runoff; and
 - v. Reduced Vehicle Emissions



PROJECT WORKFLOW

1. Onsite visit 1: Initial contact – do the restaurants want to work with us? If yes,
2. Onsite visit 2: Solid Waste and Pollution Prevention initial assessment
3. Research 1,2: What do restaurants need to do to be in compliance with the guidelines? Prepare training.
4. Onsite visit 3: Solid Waste and Pollution Prevention implementation
5. Onsite visit 4: Solid Waste and Pollution Prevention preliminary audit, before formal audit.
6. Onsite visit 5: Energy and Water Conservation initial assessment
7. Research 4,5: What do the restaurants needs to do to be in compliance? Prepare training.
8. Onsite visit 6: Energy and Water Conservation implementation.
9. Onsite visit 7: Energy and Water Conservation preliminary audit, before formal audit.
10. Onsite visit 8: media and PR: press releases.



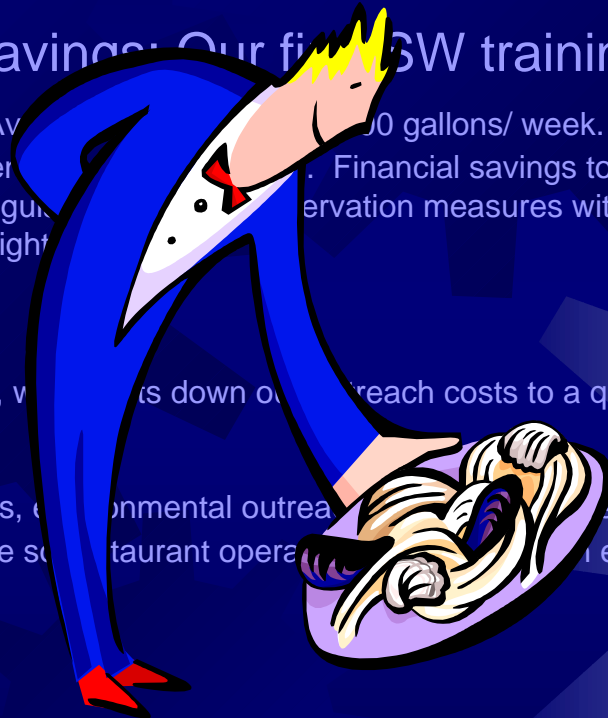


PROJECT DELIVERABLES

- (1) Survey of current environmental practices of South Asian restaurants.
- (2) Creation of a comprehensive environmentally-friendly model of restaurant management (reproducible across ethnic restaurants nationally).
- (3) Creation of business alliances between the environmental community and South Asian restaurants.
- (4) The restaurants be certified green to highest practicable level. Implementation of the highest practicable level of environmentalism in 30 Bay Area South Asian restaurants, employing the Alameda County Green Business Program guidelines.
- (5) Creation of a clickable, online map of the location of environmentally-friendly restaurants in the Bay Area, with online menus.
- (6) A set of 'best practices' for the industry, some translated materials.
- (7) Cost and payback charts for some commonly implemented practices.
- (8) Training posters for work areas, in conjunction with local governments.
- (9) Media stories on some of the participants.
- (10) Green business directories or green restaurant listings (web and paper copies).
- (11) Workshops on subjects of interest to the restaurant operators (environmental compliance, energy and water saving practices, waste recycling services & practices, other).
- (12) Bi-annual progress reports.
- (13) Newsletter to South Asian restaurants.

SUMMARY OF BENEFITS

- High success rate – 83%
- Tremendous environmental savings: Our first SW training yielded the following results: Average SW generation before training: 100 gallons/ week. Average SW generation after training: 64 gallons/week. Percentage reduction: 36%. Financial savings to operator annually: \$1,024. Compliance with stormwater regulations. Implementation of conservation measures with EBMUD, three energy audits with PG&E, ACGBP, Smart Light
- Community based outreach
- Funding/Cost: We work with volunteers, which cuts down on outreach costs to a quarter of what it would be for hired personnel.
- Results: Tremendous environmental savings, community environmental outreach, business understood, financial benefits for every environmental measure seen at restaurant operator. Significant environmental savings, three-year certifications.



PROGRAM EVALUATION

☀ Measures of success:

- Number of restaurants agreed to participate
- Number of audits conducted
- Number of restaurants certified green
- Environmental solutions provided
- Monies saved to restaurants
- Policy recommendations to regulators
- Lessons learned
- Publicity provided

GSAR – A TEAM EFFORT

Community Leaders

Non-Profits

Restaurants

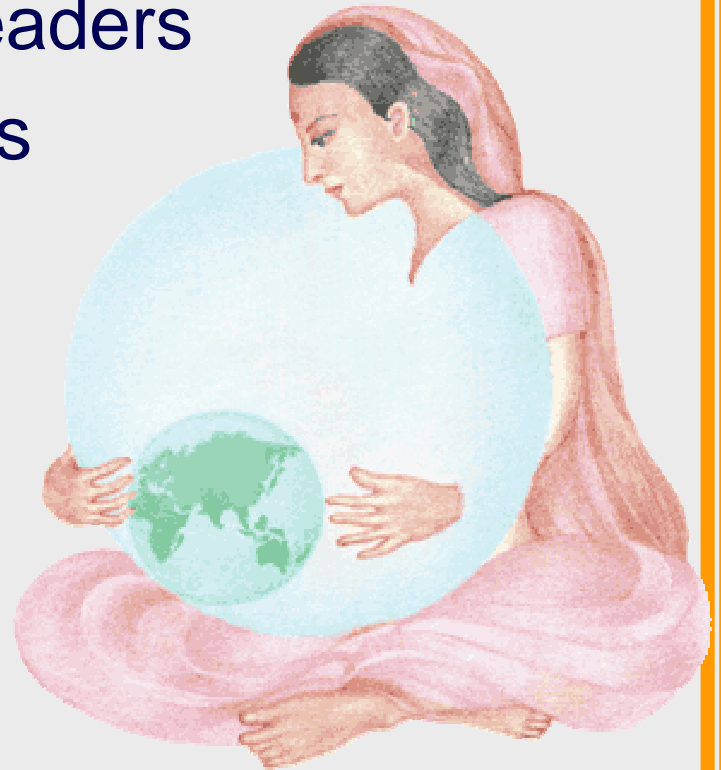
Cities and Counties

Private Firms

Translators

Press

Performance Artists



ABOUT THIMMAKKA'S

Thimmakka's Resources for Environmental Education (TREE) is a global South Asian grassroots environmental non-profit organization based in Oakland and Los Angeles, California. We work towards educating and empowering the urban consumer, with particular reference to the South Asian community, on issues concerning our health and environment. We publish a quarterly newsletter, maintain a website and two listservs. We have been published extensively in South Asian and environmental journals (India Post, India West, India Currents, India Abroad, Genethics, Earth Island Institute), and have been featured in several programs on television (the International Channel, TV Asia, India Post Television). We currently have a member base of 3,000 individuals globally. Our newsletter circulation is 9,000 in 19 countries. Thimmakka's Resources was founded in 1998.

Thimmakka has been an entirely volunteer-run organization, currently we hire one 0.25%FTE staff.

Our prominent projects are: [Greening South Asian Restaurants \[GSAR\]](#), the [Biodiversity Dinner Series](#), outreach to minority communities in Sonoma County for Oil Recycling, and outreach to South Asian farmers in Yuba/ Sutter counties, California.

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